happiest minds
The Mindful IT Company
Born Digital . Born Agile

Digital Content Broker for an International Market Research Company

BUSINESS REQUIREMENTS

- Content segmentation and Dynamic content orchestration
- Analytics to generate further business leads
- Dashboard & Detail Reports of the anonymous user access

OUR SOLUTIONS

- Segmented Reporting and restricted browser to view report
- End to end Content security and traceability
- End User Interaction Insights

TOOLS / TECHNOLOGIES

- Cloud Design – AWS, Azure, Apache Tomcat
- Server Implementation: Java, MySQL, MongoDB based implementation
- Software – Java, J2EE, JS Query

BUSINESS IMPACT

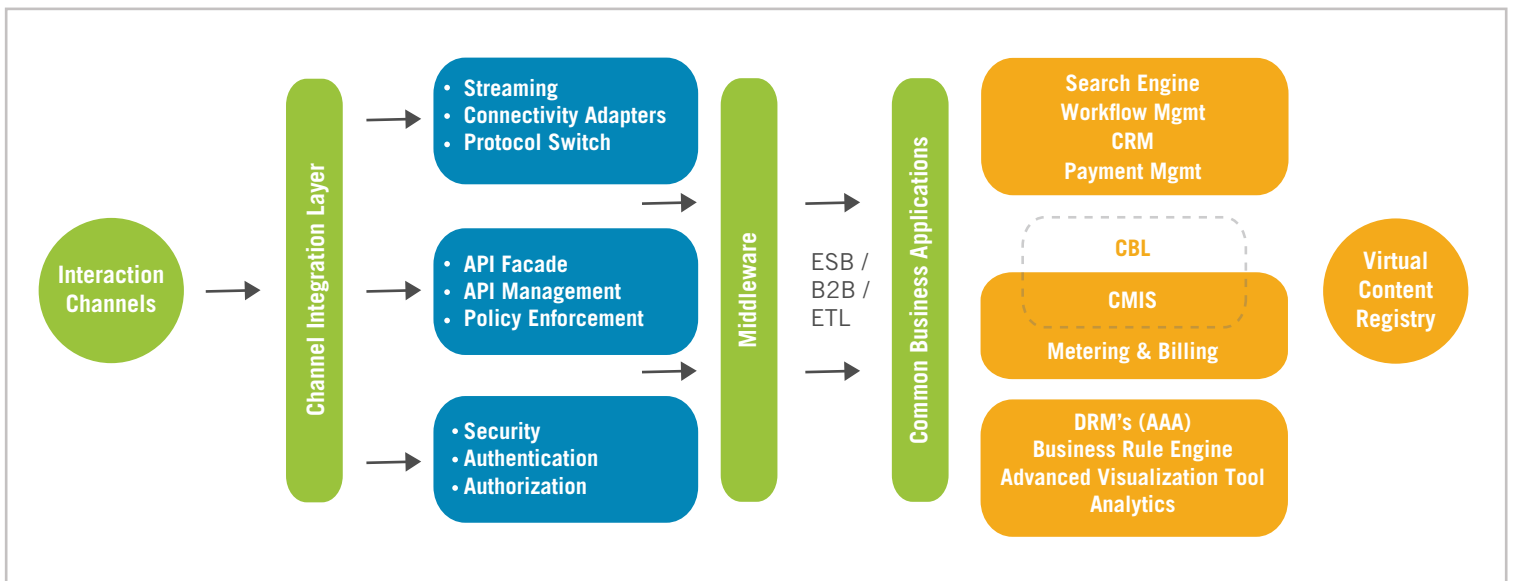- Revenue increased by 18-20% on top of BAU (Business as Usual)
- 20% monetization increase through segmented content
- 10% more cross-sell up-sell opportunities

SOLUTION ARCHITECTURE

Interaction Channels →

Channel Integration Layer
- Streaming
- Connectivity Adapters
- Protocol Switch

- API Facade
- API Management
- Policy Enforcement

- Security
- Authentication
- Authorization

Middleware

ESB / B2B / ETL

Common Business Applications

Search Engine
Workflow Mgmt
CRM
Payment Mgmt

CBL
CMIS
Metering & Billing

DRM's (AAA)
Business Rule Engine
Advanced Visualization Tool
Analytics

Virtual Content Registry

happiest minds
The Mindful IT Company
Born Digital . Born Agile

About Us

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

Business Contact
business@happiestminds.com